Philips 3000 series
LCD TV with Pixel Plus HD

52" class

Full HD 1080p digital TV

52PFL3704D

Clearly the smart choice

Designed for ease of use, this Flat TV features modern design, 4 HDMI connections, a powerful 1080p display and brilliant Pixel Plus HD engine. Making the smart choice in total picture quality has never been easier.

Easy to connect and enjoy

- USB for fantastic photo and music playback
- 4 HDMI inputs with Easylink for a full HD connection
- Settings assistant for effortless personalized TV settings

See brilliant picture quality

- Dynamic contrast 33000:1 for incredible rich black details
- Full HD LCD display, with a 1920x1080p resolution
- Pixel Plus HD for better details, depth and clarity

Hear crisp and clear sound

- 2x10W RMS audio power
- Dolby Digital output for connection to a home theatre system
- Incredible Surround for enhanced audio enjoyment

Ready for digital

- ATSC & QAM tuner receives over the air and unscrambled cable

PHILIPS

sense and simplicity

Highlights

Pixel Plus HD

Pixel Plus HD is a picture processing technology that enables viewers to watch content that is vivid, natural and real. The result are superbly life-like pictures with incredible details and depth from any HD source.

Full HD LCD display 1920x1080p

The Full HD screen has the widescreen resolution of 1920 x 1080p. This is the highest resolution of HD sources for the best possible picture quality. It is fully future proof as it supports 1080p signals from all sources, including the most recent like Blu-ray and advanced HD game consoles. The signal processing is extensively upgraded to support this much higher signal quality and resolution. It produces brilliant flicker-free progressive scan pictures with superb brightness and colors.

Dynamic contrast ratio 33000:1

You want the LCD flat display with the highest contrast and most vibrant images. Philips advanced video processing combined with unique extreme dimming and backlight boosting technology results in vibrant images. Dynamic Contrast will increase the contrast with excellent blacklevel and accurate rendition of dark shades and colors. It gives a bright, lifelike picture with high contrast and vibrant colors.

Built-in ATSC & QAM tuner

Built-in ATSC & QAM tuner for reception of over-the-air and unscrambled HD cable programs

Incredible Surround

Incredible Surround is an audio technology from Philips that dramatically magnifies the sound field to immerse you in the audio. Using state-of-the-art electronic phase shifting, Incredible Surround mixes sounds from left and right in such a way that it expands the virtual distance between the two speakers. This wider spread greatly enhances the stereo effect and creates a more natural sound dimension. Incredible Surround allows you to experience total surround with greater depth and width of sound, without the use of additional speakers.

USB for photo & music playback

The USB connector allows access to jpeg photos and mp3 music of most USB-sticks (USB memory-class device). Plug the USB into the slot at the side of the TV and access your photos or music files using the easy on screen content browser. You can now easily view and share your photos and music.

4 HDMI inputs with EasyLink

EasyLink uses the HDMI CEC industry standard protocol to share functionality between connected devices and the TV. With Easylink only one remote control is needed to operate main functionalities on your TV and connected devices. HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI uses HDCP copy protection. With 3 HDMI inputs on the back and 1 HDMI on the side of the TV you can connect multiple HD sources, for instance an HD settop box, a Blu-ray player, and Game Console or Digital Camcorder.

Settings assistant

Settings assistant for effortless personalized TV settings. The new settings assistant personalisation wizard guides you to personalised settings with unparalleled ease. It includes not only picture, but the complete viewing experience, including sound and Ambilight settings. The wizard shows a few screens with easy to choose options to select the essential settings. The TV performance is set to the your personal preference without difficult terms or settings, and this very quickly.

LCD TV with Pixel Plus HD
52" class Full HD 1080p digital TV

52PFL3704D/F7

Specifications

Picture/Display
- Aspect ratio: Widescreen
- Brightness: 500 cd/m²
- Dynamic screen contrast: 33000:1
- Response time (typical): 5 ms
- Viewing angle: 170° (H) / 170° (V)
- Diagonal screen size: 52 inch / 132 cm
- Visible screen diagonal (inch): 52.04 inch
- Panel resolution: 1920x1080p
- Picture enhancement: Pixel Plus HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control, Digital Noise Reduction, Dynamic contrast enhancement, Progressive Scan

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1920 x 1080	60Hz

- Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
720p	60Hz
1080i	60Hz
1080p	60Hz

Sound
- Equalizer: 5-bands
- Output power (RMS): 20W
- Sound Enhancement: Incredible Surround
- Sound System: Dolby Digital (AC-3), Stereo, SAP

Loudspeakers
- Built-in speakers: 2

Convenience
- Child Protection: Child Lock+Parental Control
- Clock: On main display, Sleep Timer
- Ease of Installation: Autostore
- Ease of Use: 4 favorite lists, Auto Volume Leveller (AVL), Channel list, Settings assistant Wizard, Side Control
- Remote Control: TV
- Screen Format Adjustments: 4:3, Auto Format, Movie expand 14:9, Movie expand 16:9, Super Zoom, Widescreen, unscaled (1080p dot by dot)

Multimedia Applications
- Multimedia connections: USB memory class device
- Playback Formats: MP3, JPEG Still pictures

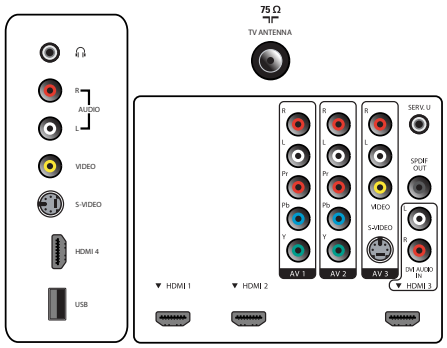
Tuner/Reception/Transmission
- Aerial Input: 75 ohm F-type
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Cable: Unscrambled Digital Cable -QAM
- Tuner bands: Hyperband, S-Channel, UHF, VHF

Connectivity
- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, YPbPr
- AV 3: Audio L/R in, CVBS in, S-Video in
- Front / Side connections: HDMI, S-video in, CVBS in, Audio L/R in, Headphone out, USB
- Audio Output - Digital: Coaxial (cinch)
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- HDMI 3: Analog audio L/R in, HDMI v1.3
- EasyLink (HDMI-CEC): One touch play, Power status, System info (menu language), System audio control, System standby

Power
- Ambient temperature: 5 °C to 40 °C
- Mains power: 110-240V, 50-60Hz
- Power consumption: 340 W
- Standby power consumption: < 1 W

Dimensions
- Set dimensions in inch (W x H x D): 50.75 x 32.48 x 4.57 inch
- Set dimensions with stand in inch (W x H x D): 50.75 x 34.65 x 12.80 inch
- Weight incl. Packaging (lb): 111.22
- Product weight (lb): 85.10 lb
- Product weight (+stand) (lb): 100.97 lb
- Box dimensions in inch (W x H x D): 56.02 x 36.10 x 15.91 inch
- VESA wall mount compatible: 400 x 400 mm

Accessories
- Included Accessories: Table top stand, Power cord, Quick start guide, User Manual, Registration card, Remote Control



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